

Summer School for Small Businesses

Constant Contact Shares Tips for Using Summer Downtime to Build Fall Business

WALTHAM, Mass.--([BUSINESS WIRE](#))--The “dog days of summer” are in full swing, which can translate into less foot traffic for small businesses not located in summer destination areas. The good news of downtime? It gives small business owners a bit of time in their otherwise busy lives to experiment with new ways to grow their business. The small business marketing experts at [Constant Contact®, Inc.](#) have developed some simple tips for using summer downtime to get more customers in the door in the fall.

Improve your email efforts

- 1) The future is mobile! Try out a mobile-friendly email template this summer. ([tweet this](#))
- 2) Be sure to include links to an email sign-up form on all your website pages. ([tweet this](#))
- 3) Small business summer homework - review reports from all promotional channels to identify what's working and what isn't. ([tweet this](#))

Experiment on social media

- 4) Survey customers to see which social networks the majority of them are using. ([tweet this](#))
- 5) Try out one new social media platform during summer downtime. ([tweet this](#))
- 6) Learn from the competition—follow 3 top competitors on social media channels. ([tweet this](#))

Build customer relationships with events

- 1) Plan a fall event to welcome back customers from summer vacation. ([tweet this](#))
- 2) Start planning now for Small Business Saturday. ([tweet this](#))

Get your business found online

- 3) Do a search for your business online and make sure all information is correct and current. ([tweet this](#))
- 4) Make a list of any places your business isn't listed but should be - and get it listed. ([tweet this](#))

“For small business owners, a slower summer can offer a great opportunity to try out all the things that may have been stacking up on their ‘new ideas’ list - whether that’s setting up a profile on a new social media channel or trying out a new type of marketing campaign,” said Christopher M. Litster, senior vice president, sales and marketing at Constant Contact. “We know from our [recent survey](#) that more than half of small businesses understand the value of growing their email lists at all times—now’s a perfect time to do that. With a little experimenting, small businesses can gear up now for a successful busy season come fall.”

For a complete list of tips, check out Constant Contact’s [Tomorrow’s Success Starts Today Toolkit](#).

About Constant Contact, Inc.

[Constant Contact](#) wrote the book on Engagement Marketing™ - the new marketing success formula that helps small organizations create and grow customer relationships in today’s socially connected world. More than half a million small businesses, nonprofits and associations worldwide use the company’s online marketing tools to generate new customers, repeat business, and referrals through email marketing, social media marketing, event marketing, local deals, digital storefronts, and online surveys. Only Constant Contact offers the proven combination of affordable tools and free KnowHow, including local seminars, personal coaching and award-winning product support. The company further supports small organizations through its extensive network of consultants/resellers, technology providers, franchises and national associations.

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